



WTIC-TV

## ORDER

Print Date 09/10/12 Page 1 of 3

Flight Dates 10/09/12-10/15/12

Contract / Revision 386247 / LINDA MCMAHON 4 SEN

Original Date / Revision 09/10/12 09/10/12 Agency Com 15%

Billing Contact

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286

Product

LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1320

Alt Order # 06308957

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 21% Market Value 206785

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	30%	62035
4WVIT	25%	51696
5WTNH	23%	47560
6WCTX	1%	2067
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	69	\$36,911.25	\$43,425.00	0.00	10/01/12	10/15/12	69	\$36,911.25	\$43,425.00
Totals	69	\$36,911.25	\$43,425.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/09/12	10/12/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- TWTF - -	:30	4	\$140.00	03	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		4			\$140.00			0.00			
E 2	61	10/09/12	10/12/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- TWTF - -	:30	4	\$75.00	03	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		4			\$75.00			0.00			
E 3	61	10/09/12	10/12/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- TWTF - -	:30	8	\$150.00	03	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		8			\$150.00			0.00			
E 4	61	10/09/12	10/12/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	- TWTF - -	:30	4	\$75.00	03	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		4			\$75.00			0.00			
E 5	61	10/09/12	10/12/12		CM	7p-730p	- TWTF - -	:30	4	\$300.00	03	0.00	NM	4	\$1,200.00



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Contract / Revision **386247** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/10/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1320**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7p-730p M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -					4	\$300.00		0.00			
E 6	61	10/09/12	10/12/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- TWTF - -	:30	4	\$400.00	03	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -					4	\$400.00		0.00			
E 7	61	10/09/12	10/12/12	M-F News at Ten News at Ten	CM	10p-11p	- TWTF - -	:30	8	\$1,100.00	03	0.00	NM	8	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -					8	\$1,100.00		0.00			
E 8	61	10/09/12	10/12/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- TWTF - -	:30	4	\$250.00	03	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -					4	\$250.00		0.00			
E 9	61	10/09/12	10/12/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	- TWTF - -	:30	4	\$85.00	03	0.00	NM	4	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -					4	\$85.00		0.00			
E 10	61	10/10/12	10/10/12	Wed Prime Rotator X-Factor	CM	8p-10p	- - 2 - - - -	:30	2	\$2,000.00	03	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - 2 - - - -					2	\$2,000.00		0.00			
E 11	61	10/11/12	10/11/12	Thur Prime B Glee	CM	9p-10p	- - - 1 - - -	:30	1	\$2,500.00	03	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - 1 - - -					1	\$2,500.00		0.00			
E 12	61	10/13/12	10/13/12	College Football College Football	CM	7p-1030p (7:00 PM-10:30 PM)	- - - - - 1 -	:30	1	\$350.00	03	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - 1 -					1	\$350.00		0.00			
E 13	61	10/13/12	10/13/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	- - - - - 2 -	:30	2	\$600.00	03	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - 2 -					2	\$600.00		0.00			
E 14	61	10/14/12	10/14/12	NFL on FOX Early NFL: Sun 1-4pm	CM	1p-4p	- - - - - 1	:30	1	\$2,000.00	03	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - 1					1	\$2,000.00		0.00			
E 15	61	10/14/12	10/14/12	Su 10p-11p Su 10p-11p	CM	10p-11p	- - - - - 2	:30	2	\$900.00	03	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - 2					2	\$900.00		0.00			
E 16	61	10/15/12	10/15/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1 - - - - -	:30	1	\$140.00	03	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1 - - - - -					1	\$140.00		0.00			
E 17	61	10/15/12	10/15/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1 - - - - -	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1 - - - - -					1	\$75.00		0.00			



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Hiatus Dates

Original Date / Revision 09/10/12/ 09/10/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1320**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	61	10/15/12	10/15/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$75.00		0.00			
E 18	61	10/15/12	10/15/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$150.00		0.00			
E 19	61	10/15/12	10/15/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$75.00		0.00			
E 20	61	10/15/12	10/15/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$300.00	03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$300.00		0.00			
E 21	61	10/15/12	10/15/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$400.00		0.00			
E 22	61	10/15/12	10/15/12	M-F News at Ten News at Ten	CM	10p-11p	2-----	:30	2	\$1,100.00	03	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	2-----					2	\$1,100.00		0.00			
E 23	61	10/15/12	10/15/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$250.00		0.00			
E 24	61	10/15/12	10/15/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	1-----	:30	1	\$85.00	03	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$85.00		0.00			
E 25	61	10/15/12	10/15/12	NLCS on FOX NLCS	CM	730p-11p (7:30 PM-11:00 PM)	2-----	:30	2	\$1,400.00	03	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	2-----					2	\$1,400.00		0.00			
E 26	61	10/14/12	10/14/12	NLCS on FOX NLCS	CM	8p-11p (8:00 PM-11:00 PM)	-----2	:30	2	\$1,400.00	03	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----2					2	\$1,400.00		0.00			
E 27	61	10/14/12	10/14/12	NFL on FOX Late Giants:Sun 425p-730p	CM	425p-730p (4:25 PM-7:30 PM)	-----2	:30	2	\$3,500.00	03	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----2					2	\$3,500.00		0.00			
Totals													69	\$43,425.00	